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Re-assessing Translation Competence Models
from an Advertising Agency Perspective

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UNIVERSITY OF VAASA**Faculty of Philosophy****Discipline:** English Studies**Author:** Tarmo Nisula**Master's Thesis:** Re-assessing Translation Competence Models from an Advertising Agency Perspective**Degree:** Master of Arts**Date:** 2017**Supervisor:** Nestori Siponkoski

ABSTRACT

Globalisoituvassa liiketoiminnassa yritysten tuotteet ja palvelut liikkuvat yli kansallisten rajojen. Tämä liikkuvuus vaatii tuotteiden valmistajilta valmiutta toteuttaa markkinointiviestintää myös kohdemaissa joko itsenäisesti tai paikallisten yhteistyökumppaneiden kautta. Tästä syystä mainostoimistot tuottavat markkinointiviestinnän suunnitelmia ja käytännön toteutuksia niin kotimaan kuin ulkomaiden markkinoille. Tuottaessaan markkinointiviestinnän ratkaisuja asiakkailleen mainostoimistot turvautuvat usein käännöspalveluiden tuottajien puoleen erilaisten lokalisointitarpeiden vuoksi.

Tämän pro gradu -tutkielman tavoitteena on selvittää ja arvioida kääntämisen kompetensseja mainostoimistoympäristössä. Työn teoreettisena viitekehyksenä toimi Susanne Göpferichin sekä Minna Kumpulaisen kääntämisen kompetenssimallit, joita voidaan pitää ajankohtaisimpina esityksinä kääntämisen vaatimista kompetensseista. Mainostoimistoympäristössä tarvittavia kompetensseja tarkasteltiin haastatteleamalla kolmea mainostoimistoa teemahaastattelun periaatetta noudattaen. Haastattelujen tuloksia verrattiin Göpferichin sekä Kumpulaisen kompetenssimalleihin ja tulosten perusteella kehitettiin tarkennettu kompetenssimalli, joka huomioi mainostoimistoympäristölle ominaiset kääntämiseen liittyvät kompetenssivaatimukset.

Tutkimuksessa löydettiin selkeästi alan vaatimuksille ominaisia kompetensseja, mutta myös niihin viittaavia taitoja, joita ei voida kutsua suoranaisesti kompetensseiksi. Ennako-odotusten mukaisesti löydettyissä kompetensseissa oli vahvasti mukana mainosalalle tyypillinen kaupallinen osaaminen ja ajattelukyky, joka heijastui osaltaan myös muihin kompetensseihin. Sekä Göpferichin että Kumpulaisen kompetenssimallit todettiin olevan sisällöltään ja kattavuudeltaan liian yleisluontoisia mainostoimistoympäristöön sovellettaessa. Näin ollen voitiin todeta, että tutkimuksessa tehdyt löydöt tarkensivat olemassaolevia kompetenssimalleja. Tutkimustuloksia voidaan hyödyntää niin koulutuspalveluiden suunnittelussa kuin yksittäisten käännöspalveluja tarjoavien tahojen liiketoiminnan suunnittelussa.

KEYWORDS: translation competence, competences, translation competence model, advertising translation

1 INTRODUCTION

A routine task for advertising agencies is to create and manage textual content on behalf of their clients. Most commonly the texts are either produced from the beginning or reproduced to suit the principal client's changed needs. In the cases of textual reproduction, the process is often motivated by a change in the principal clients' operating environment or a change in their product portfolio, which requires the marketing materials to be adjusted accordingly. In these cases and in the modern globalized world, marketing materials are often localized and translated to provide information to various interest groups. It is also noteworthy to consider the linguistic needs and requirements of the changing media platforms, such as smart watches, virtual realities and social media channels, that require increased attention from a linguistic viewpoint. These dynamic linguistic assignments in advertising agencies may be able to provide translators and linguistic experts with lucrative job opportunities. Under these circumstances, it is imperative for translators to be able to cope with the various job assignments and tasks in the field of advertising that may not always coincide with competences that are related to translation alone.

The purpose of this study is to examine the relationship between translation competence theories and the real-world translator requirements in the operational environment of advertising agencies. Based on my personal experience, expertise and observations acquired in the field of advertising, the study is founded on the presumption that translation competence models and real-life competence requirements within the field of advertising rarely coincide. Thus, this study aims to provide further understanding regarding the potential translation competence-related gaps between the advertising agency operating environment and the translation field in general.

More specifically, the objective of the study is (1) to examine the extent to which a selection of acknowledged translation competence models and their respective sub-competences may or may not comply with the professional skills, needs and requirements of content creation and management within the field of advertising agencies. As a secondary aim, based on the analysis and its conclusions the study (2)

sets out to propose suitable adjustments to the selected translation competence models and attempts to create a synthesized revised model within the advertising agency context.

Previous studies with regards to translation competences and their validity in the context of advertising agencies were not found during this study. However, a recent ethnographic dissertation by Daniel Pedersen (2016) concerning the concept of transcreation¹ in marketing and advertising has been published during the process of this present study. The dissertation discusses the connections of translation and advertising with broader perspective and does not specifically focus on translation competences.

Because the field of advertising can be extremely business-oriented by nature, it is my personal professional expectation that both research areas, economic sciences and linguistic sciences, and their connectedness will be represented in the findings of this study. Although economic sciences will have a secondary role in this study, as part of it, an introduction to a few productization theories will be provided in section 2. The introduction gives further understanding on the findings of this study within the context of advertising agencies. Productisation is a widely explored concept in economic sciences and services marketing. It is also somewhat known in the marketing of translation services and in the domain of applied translation studies. (cf. Hagman 1997, Abdallah 2012).

Secondly, with regard to linguistics and translation studies, Pym acknowledges (2003: 482–495) that translation competence has been widely and extensively studied from a variety of perspectives since the 1970s. Academics such as Albir (1993, 1996), Kiraly (2000), Koller (1979), Pym (2003), Risku (1998), and Schäffner & Adab (2000) are examples of the many researchers in the field who have presented their varying views regarding the scope of translation competence. However, as mentioned above, previous

¹ The current study will further elaborate the notion of transcreation under the background chapter (2) of this study.

research discussing the integration of translation studies and the field of marketing and advertising, excluding the recent work of Pedersen (2016), seems non-existent.

To summarize, the overall purpose of this study is to review, assess and examine existing translation competence definitions, compare their content with real-life requirements of advertising agencies, propose possible competence model adjustments in the form of a synthesized model and finally, suggest appropriate productization methods implementing the competencies

This study will first provide a brief outline of relevant background in section two concerning the subject matter and the assessment of previous studies conducted. The background will then lead to the theoretical framework in section three, which will present the two primary translation competence theories selected for this study. After this, in section four, the material of the study and its analysis will be presented. It will also include the comparison between the existing translation competence models and the findings of this study. After the analysis in section five, the study will summarize its findings in the conclusions section, where it also answers the research questions and finally proposes future research ideas based on the findings of the study.

This study follows the methodology of participant-oriented research. It is described by Saldanha and O'Brien (2013: 149–150) as a research method that involves both the researched participants, or agents, and the researcher conducting the research. The purpose is to recognize the research-relevant information provided by the participants and implement it in the study (*ibid.* 149–150). Due to my extensive personal experience in the field of marketing and advertising, the present study will also incorporate an auto-ethnographic touch.

The material of the study comprises data collected by using semi-structured interviews that allow the respondents to comment on the presented topics freely. According to my personal experience, the operational atmosphere in advertising agencies is often informal, which would suggest that a semi-structured interview method should yield the most informative results as it allows a more conversational discourse with the

interviewee. The principal aim with regard to the material collection is to draw out insight regarding the multiple language-related tasks advertising agencies employ in their assignments. This information should be advantageous in assessing the existing translator competence models' relevance in the context of advertising agencies.

In order to assess an advertising agency's interests towards the research, random, preliminary phone calls were made to seven different advertising agencies across Finland. In those preliminary calls, a short introductory presentation regarding the subject matter, aims and methods of the study was provided. Based on the comments received during the calls, three agencies expressed substantial interest towards the study. Interviews were subsequently scheduled with these three agencies located in different cities across Finland. In order to protect the identity of the respondent companies, their geographical location will be provided only in terms of their regional location as follows; Kainuu region, Southern Ostrobothnia and Helsinki metropolitan area. Also, in order to ensure the anonymity of the respondents and their respective organisations, the interviews and their results will be alphabetically coded (A, B and C); this was explained to the interviewees before the interviews. The agencies are prominent actors in their fields and assumed to have the experience and competence to serve as reliable respondents. The geographic distribution of the agencies should also eliminate potential regional characteristics the agencies may have. The interviews were recorded with the consent of the respondents, after which the recordings were documented by taking notes. The notes will exclude irrelevant parts and will include only the key points of the interview that directly relate to the aims of the present study. The objective in terms of interview duration was set at a maximum of one hour and with one exception, the set goal was reached.

The setting for the interviews was selected in a manner which would allow undistracted concentration and clear and reliable recording. Except for one interview, this was accomplished. The interview that did not fulfil this requirement had minor ambient noises that did not, however, seem to affect the interview. One interview, due to unexpected personal circumstances of the interviewee, required the interview method to

be changed from face-to-face to a telephone interview. However, the change did not appear to produce any notable distortion to the responses and was thus accepted valid.

The semi-structured interview themes serving as a guideline for the interviews comprised six main sections. The main interview sections included themes concerning (1) textual assignments, (2) social skills, (3) project management skills, (4) tool-related skills, (5) descriptions concerning the nature of the advertising business and (6) possible issues regarding translation service pricing from the advertising agency perspective. In part, the division is founded on my personal experience and outlook of the advertising field, but it also draws views on the selected competence models found in the theoretical section of this study. The responses and results of the interviews will be assessed from the perspective of translator competences. Based on the findings, adjustment suggestions to the competence models will be evaluated and given.

2 CURRENT STATE AND PROBLEMATICS OF TRANSLATION INDUSTRY

The present study merges various concepts from both translation studies and economic studies. In order to ensure structural logic and coherence, the subject matter at hand must first be introduced. Therefore, this chapter will briefly introduce some very descriptive examples regarding the general status and circumstances of translation as a field of business. It will also lay the ground as to why it is imperative for translation service providers to employ proper commercialization strategies. Examples will be given on how the field is perceived in society as an expert profession as well as on the challenges translators of today face in their profession. The overview offers additional reasoning for the motifs of this study and helps to validate the contextual connections between translation business and translator competences. The high auto-ethnographical approach employed in the study will also be justified by explaining the author's professional background.

The manner in which the following sections connect to the present study must be clarified at this stage. Firstly, as the aim of this study is to increase understanding on translator competences within the context of advertising agencies, a certain overview of the present circumstances must be established. A brief overview on the current circumstances in the field of translation is therefore presented. Secondly, the findings of this study suggest that some understanding of economic sciences must be controlled. More specifically, the following sections on productization theories attempt to provide information on the issues that translators most likely must be able to consider when marketing their expertise to advertising agencies. It is crucial to understand the ways to inform advertising agencies about the underlying competences of the translators.

The volume of translated texts in our society can be regarded as substantial and it is obvious that enormous amounts of marketing material are translated. An article by Kumpulainen (2015: 23) makes a reference to a diary study conducted in 2007 by Leena Salmi and Inkaliisa Vihonen. The study concerned reading and it showed that approximately 40% of the texts we encounter daily are translations. In addition to subtitles appearing on television and the literature we read, translations are typical to

trade descriptions, brochures, websites, and news which have involved a translator. Regardless of this, the job description of translators remains unknown to the public. (ibid.)

2.1 Translation service sector challenges

The past few years have seen a vigorous public discussion (cf. Abdallah 2012) regarding the translation service industry and the challenges its experts face in the current competitive and underpriced market situation. It has become rather evident that for translators to succeed in the translation business, creativity and innovative business strategies must be implemented. A particular strategic choice commonly includes the selection of an operating niche. This means that translators must attempt to identify a specified field of expertise or an area of business where to target their services. Such selection procedure is commonly referred to as segmentation, an individual process in a larger concept of productization explained further in this chapter.

In the quarterly periodical of the Finnish Association of Translators and Interpreters, Kärkkäinen (2012: 17) introduces a genuinely illustrative example of the problematic situation of translators. The example can be best described through the events that took place as J.K. Rowlings' literary work² published in 2012 was to be translated into Finnish. The assignment comprised 480 pages without the possibility to review the upcoming work in advance, and the work was to be translated in three weeks. Subsequently, the original translator of the Harry Potter series refused and another translator accepted the translation assignment. The situation introduced three fundamental flaws as listed below. At least the first of the following is present and recognisable in most of today's translation assignments.

Firstly, the urgency of assignments and the mere suggestion of unacceptable schedule implies that the profession is undervalued or the translation process is completely

² The original article does not specify to which name of the work it refers.

unfamiliar to commercial publishers. The speed at which the translation assignment was to be finished meant at least double the pace compared to the time that a professional translator would need on average. Secondly, the contractual provisions of literary translations have become tighter. Reward and salary levels in Finland are last in comparison to other European countries. This is topped off by publishers who, without additional compensation, require full copyrights to translated works thus preventing translators for their rightly earned future earnings. Thirdly, the publisher of the Finnish translation of Rowling's book, Otava, has emphasised that the quality of the translation cannot be questioned regardless of the schedule. (Kärkkäinen 2012: 17)

In her dissertation regarding translators' agency in production networks, Abdallah (2012) approaches the problems of translation business from the perspective of the various agents involved in the process of translation and the influence the agents have on the profession. The dissertation focuses on the manners in which the decision-making power effectively escapes from the hands of individual translators to various agents in the production network, thus negatively affecting issues such as pricing and schedules. In essence, Abdallah's doctoral dissertation discusses circumstances where academically educated professionals attempt to make a living by translating while intermediaries between the principal clients and translators negatively influence the translator working conditions and fees. Such network models are becoming increasingly common, causing unacceptable schedules and compensation levels. (ibid.)

Abdallah's research is further supported by the research conducted by The Finnish Association of Translators and Interpreters. According to the association, the income levels of Finnish translators show that only about half of the respondent translators earn more than 22 000 euros per year. It is further stated that in relation to the demanding level of education, such income levels can be considered substantially low. To conclude and further support this finding, a case example in which a difficult medical translation assignment with a salary of 0,09 euros per word is highlighted in an article published by The Finnish Association of Translators and Interpreters periodical, *Kääntäjä*. (Hekkanen 2012: 16)

The issues raised in this section demonstrate in brief the weak standing in which many translators are in terms of their compensation levels. The following section will continue by addressing some of the many issues translators face in terms of professional working conditions.

2.2 Working conditions

An estimated 20% of specialised text translators working with factual text types currently work under contracts as employees of an organisation. These so-called in-house translators are most commonly employed by public administrations such as the European Union and other national offices. Commercial translation and interpretation companies produce professional full-time employment opportunities as well. In addition to these, other significant employers include industrial enterprises, financing, banking, and insurance companies as well as marketing and communications. It is not uncommon for translator work duties to include proofreading, interpreting, website updating and such other language planning tasks. In addition to the translators with employee status mentioned above, approximately 10% of translators work as freelance translators. A notable group of translators also work as audio-visual translators either with an independent or employee status.

However, it must be noted that only a handful of translators are not freelancers in Finland. According to a survey conducted in 2011 by the specialised text translators department – II of the Finnish Association of Translators and Interpreters, the majority of Finnish specialised text translators work self-employed under a business name or as individual entrepreneurs. Most of these translators work primarily from home offices. Clients and assignments consist mainly of foreign or domestic translation companies although assignments are attained from colleagues as well. The clientele usually includes a wide variety of fields of business. Most commonly these are from fields of chemistry, transportation, sports, banking, information technology, tourism but most of all the academic world, marketing and communications, administration, law, medical industry, healthcare business. It is further suggested that translation services targeted to

a narrow client segment, within the market-space sized as small as Finland, seem unprofitable. Thus, it is evident that translators of any of the sub-groups mentioned above may face source texts covering anything from artificial insemination to authorised translation of a residence permit. The important question therefore is, what does a translator do with such texts, what can a translator do? (Kumpulainen 2015: 23–26) Based on Kumpulainen's comments on the variety of fields that employ translation services combined with the vast amount of translations we face daily, it would appear that translators could be considered a highly appreciated occupational group.

In fact, in an interview conducted for The Finnish Association of Translators and Interpreters periodical *Kääntäjä*, Professor Helle Vrønning Dam sums up the key findings regarding her research on assessing translator appreciation. The research included feedback from 244 professional translators comprised of freelance translators, in-house translators and business translators in companies not primarily in the field of translation. The study was conducted in Denmark during 2007-2009. (Ruokonen 2012:14)

According to Dam's research, the appreciation of professional translators was clearly undervalued with some marginal variance depending on the employment status of the translator. However, the research indicated that translators themselves hold a high appreciation towards their own profession. Translator agency employees and freelance translators appreciated their profession higher than translators employed by companies not in the field of translation. The difference, according to Dam, is mostly due to translation job description having a limited role in organisations that do not consider translation as their primary field of operation. Dam also remarks that professional visibility, i.e. the extent of the social network which a translator possesses, bears a significant impact on the professional appreciation. The reason why freelance translators also experienced their appreciation relatively higher was due to their ability to negotiate job conditions and select clients more freely. The research supports and provides clear scientific validation to the undervaluation of translators as expert professionals in their field. (cf. Ruokonen 2012: 14–15)

Given the above-mentioned issues and points, and considering they are merely examples, it can be acknowledged that the employment opportunities in the field of translation may be difficult to acquire. In addition, the working conditions in terms of professional appreciation and wage levels do not seem to correspond with what the degree of translator education would suggest.

Based on my personal expertise in the field of marketing management, one potential solution, or perspective, to the challenges mentioned above might be found through the implementation of services productisation. Naturally it cannot be considered an all-healing solution, but nonetheless, it offers a broad range of tools designed to improve the profitability and marketability of services.

Previous research specifically concerning translation service productization appears scarce, and most of the literature relevant to the topic is related to either services marketing or productization process without particular reference to the translation aspect. However, Hagman's (1997) M.A. thesis discusses translation service productization in a translation service provider environment in the form of a case study. Although the study was conducted several years ago, according to my personal expert opinion it contains conclusions that are still applicable and can thus be applied within the framework of the present study.

It must be noted, however, that while productization may be an efficient tool to improve service profitability, quality and multiple other issues in translation service operations, it alone does not provide sufficient understanding of the profession and field-specific intricacies as in the case of translation services. Translators are academically trained experts of their field and therefore best qualified in determining aspects within their area of expertise. It is my professional observation that especially novice translators do not commonly possess adequate competencies and knowledge regarding marketing management and sales processes that could potentially provide invaluable assistance regarding employment opportunities and sources of revenue.

As the previous situational snapshot indicates, the circumstances within the current translation field are challenging at the very least. Therefore, it is advisable for translators to search alternative operational models and perspectives in search for potential employment opportunities. As such, the attempt of this study to conjoin business-related practices together with existing translation competence-specific knowledge introduces a possibility to produce a preliminary framework for a more pragmatic approach to the field of translation specific challenges.

2.3 Personal expertise and professional background

Next, I will present a short section on my research-relevant personal, professional history which provides the basis for the auto-ethnographic touch within the study. It will also explain the know-how and expertise with which I discuss the subject matters presented in this study. Several years of personal experience in the field of sales and marketing management in a variety of advertising agencies, a shareholder position in a research and development company as the chief marketing officer and the more recent translation studies added with infrequent translation assignments have motivated this subject matter and provided the framework of the context in question.

The majority of my work history relevant to this study comprises various positions in three particular advertising agencies. The job descriptions and responsibilities of these posts have included tasks such as digital signage product development, marketing management consulting for client companies, project management and resource management, international event management in the field of professional project management with clients such as Project Management Association Finland. It is important to note that each agency employment has included a strong role in the solicitation of customers, giving a strong perspective on sales processes especially in the context of business-to-business activities.

In order to provide a connection and relevance between translation competences and advertising agencies, I will give a brief exemplary case-introduction here. During the

process of this study, I am also consulting a medium-sized industrial company in their marketing and communication strategy for a large-scale financial investment project. In terms of competence requirements, the project involves a strong international emphasis thus requiring strong linguistic competences in both source language and target language. The assignment also requires large quantities of textual production that demand an ability to comprehend the client's business operations as well as the capability to create content for the assigned target groups. Due to the strong emphasis on content creation, a certain commercial acumen is, therefore, imperative to understand the goal of the textual production. In addition to these abilities, it was necessary to employ a graphic designer to assist in the assignment. The task of the designer is essentially the graphical layout design process of the created text to a layout that follows the graphical guidelines of the company. The simultaneous execution of these tasks allows the textual content to be created following e.g. the space limitations leading to a complete marketing material. This specific case example, therefore, introduces three particular professional aspects presented within the needs of one client. It is, hence, my claim that an expert possessing an equivalent combination of skills is a fairly marketable professional.

According to my personal, professional observation from the advertising industry, the uses of digital marketing materials have increased substantially during the past years. Naturally, websites seem to remain as the default value of any marketing effort which is usually followed by several other communication media, printed and digital. Social media has gained a strong foothold and requires skillful control over communications. The increase in the use of innovative marketing media, formats such as smart watches, tablets, roadside displays, etc., creates an increasingly dynamic and extensive linguistic environment. It is through these dynamic and prolific platforms that communication needs are continuously expanding. Thus, it may be assumed that the traditional profession of translation and its consequent traditional work assignments are broadening in scope, placing new requirements for translator competences. According to my personal observations in the field of marketing, the job description of translators seems to be shifting towards holistic content management and creation.

The manner in which companies are increasingly prone to outsource their entire marketing efforts to advertising agencies, translation services included, is an increasing trend. These usually contain complete marketing communication strategies followed by smaller content-production projects to various media. Such turnkey solutions often demand an in-depth familiarisation to company operations, thus presenting further competence demands.

2.4 The concepts of copywriting and transcreation

Copywriting is an essential concept within the world of advertising, and according to my personal experience in the field of advertising and marketing, translators are often required to control this competence in addition to translation itself. Also, I assume that the findings of this study will reflect similar observations in terms of competences to be controlled within the context of advertising agencies.

Therefore it is important to explain the term at this stage, and the most efficient way is to offer an example. Novelists or poets, for instance, can tap their inherent creativity as freely as they want. Subject matters, plots, characters, narrators and many other issues behind literary works are primarily products of imagination that can take a certain direction or even change in the process. The fundamental difference here in comparison to a copywriter is the balance between freedom and control. Copywriters produce texts that serve a purpose. Most commonly the texts aim to inform potential customers of messages that companies or other organisations wish to send out. The text is therefore created for a reason, and it has a specified goal. Copywriting also requires some understanding regarding the field it concerns. Hence, copywriters can be creative, but the creativity is defined by the pre-determined subject matters and often restricted by issues such as textual length. (Shaw 2013: 11)

Transcreation, a composite term for translation and creation. It inherently describes a situation in which textual products are created and translated simultaneously, a very common writing method within the context of advertising agencies. In fact, during the

process of this present study, a PhD dissertation regarding transcreation in the context of an advertising agency was published by Daniel Pedersen. (2016) The modern globalised world requires products and services to be advertised across national and geographical borders. According to Pedersen, there is a rising industry focused on providing transcreation services within the field of translation. The purpose of the industry is to provide adapted advertising products while considering the challenges of internationalisation (Pedersen 2016: 231).

Above, the concept of copywriting has been explained. Based on my personal experience in the field of advertising, the concepts of transcreation and copywriting, on a practical level, are closely connected especially when textual material for clients are produced directly to the target language without the process of translation. The concept of transcreation as well as copywriting may therefore be directly in connection to the aspects of translation competences. In fact, it may be assumed that the findings of this study will suggest connections between copywriting skills and the concept of transcreation.

2.5 Basic terminology of productization and its aims

Next, brief comments regarding productization and its core principles as a concept will be introduced. The following sections provide relevant background information on generalities of the term as well as various individual productisation methods and approaches (subsections 2.4.1–2.4.5) which may prove invaluable in the process of structuring translation services. It must be noted that the following productization methods do not represent the entire concept of service productization but rather they are mentioned to support the implementation of the translation competences studied. The purpose of mentioning the following productization methods is to provide understanding on the ways in which translators may be able to commercialise their services to advertising agencies. Here the productization methods simultaneously provide a deeper understanding of the findings of this study. The following productization methods and their background explanations are purposely extensive so as

to provide adequate information and understanding on their connections to the findings of this study.

Obscurity in terms of service content is commonly very characteristic especially when it comes to selling translation services. According to my personal expert observations, indefinite services are difficult to market and even harder to acquire. The acquisition is a tedious process unless the client is closely familiar with the intricacies of translation profession and its methods. Based on personal observations, standardisation and modular service structures are often the most straightforward ways in creating outlined and understandable service packages that quickly appeal to potential clients with their apparent simplicity. Aspects such as the variety of pricing principles in the field of translation business alone may be difficult for customers to adopt.

It has been suggested (Sipilä 1995: 12–13) that productization is principally a process in which parts and fragments of a service or product are grouped into clear and explicit entities which can be marketed and sold to prospective clients. The primary objective is to define, develop and describe services in a manner that clearly underlines and brings forth the most relevant customer benefits, improves the impressiveness of the service and ensures that the predetermined financial goals are attained. When complete, a fully productized service is comparable to a tangible product that can be sold or duplicated to fit the needs of similar service providers.

In regards to the field of translation, Abdallah (2003: 95) quoting Hagman (1997) considers productization a solution to improve the quality of translation services and recommends its implementation in operations of translation service. Abdallah complements Hagman's suggestion by adding that rather than implementing productization practices to a particular area of translation business it should be carried out so as to cover the entire translation industry. Thereby binding all the actors, clients, translators, translation companies, as well as users to a specific level of quality, agreed upon beforehand (Abdallah 2003: 95).

By another definition, productization is described as a process in which expertise or know-how becomes a tangible service product that can be sold, marketed and delivered and that the objective of productization is to increase profit margin while reducing production costs. (Parantainen 2007: 11) Jaakkola, Orava and Varjonen (2009: 1) further elaborate service productization as defining, systemizing and partly standardising new and existing service processes internally or externally.

According to service productisation research, the management of small service industry often draws on productisation practices to clarify the abstract nature of services and their creation into exchangeable objects and controllable processes. It is also discovered that the management of small service industry considers productisation imperative in attempts to achieve growth and prosperity and that it can be obtained only through systemization and standardisation. The research also suggests that the small service firm management has commonly developed implicit know-how regarding the productisation process; concretizing the service is often implemented by the addition of tangible features to the service and by the break-up of the service process into parts and phases, resulting in a straightforward customer understanding of its content. (Jaakkola 2011: 221)

2.5.1 Standardisation and modularity

According to Sipilä (1995: 64–65), standardised service products are considered to include several service elements which are perceived as one product. Such package comprises core services and support services; the core services constitute the essential service the customer needs, whereas the support services consist of services that enable the use of the core service. Productization remains unfinished until services are refined into a set of individual service packages or a set of processes that can be sold to clients. Another option is to construct a modular structure of services that can be used in various combinations to satisfy client-specific needs. (Ibid: 12–13).

Opposite to standardisation with fixed pricing and service content, modularity provides more options for client-specific customization. Modular structure inherently provides

more service options without losing the benefits of predetermined and planned processes. It also enables the service provider to operate more efficiently through prepared procedures. (Parantainen 2007: 92) This allows faster production times as well as lower production costs. (Sipilä 1995: 69)

Translation competences, as well as translation processes, comprise a variety of different elements which are often unfamiliar to customers. Effective communication of competences is possible through service modules or standardised services. The findings of this study suggest that from an advertising agency perspective, awareness of the extent of services and the opportunity to influence them is highly valued. For this reason, the concept of standardisation and modularity is considered important to understand in connection with the translation competence findings of this study.

2.5.2 Concretisation and quality classification

From a customer viewpoint, a productised service is more straightforward to purchase than an undefined, intangible project. Such obscurity of service content can be cleared by means of conceptualisation. It introduces service descriptions aimed to provide an uncomplicated view of the service. In addition, they often identify the service target group with a clear customer promise. (Lehtinen & Niinimäki 2005: 30)

In terms of quality-related classification in the field of translation services, Abdallah (2003: 96) suggests that for the principal client to make justified decisions regarding the aspired level of translation quality, productization could assist by creating more substance as well as directing the client towards a degree of translation quality according to its purpose. Traditionally, expert knowledge and know-how are not considered a tangible product, and when such knowledge is offered or sold to a customer, it is introduced as a set of expert skills. The term *product* is often left unused as the expert fails to perceive the service as a product. In such a situation, there is only expert know-how that is utilised to complete commissions. It is typical for service providers to offer expertise without being able to describe what they produce or sell. Their product strategies and business plans are also often unclear. This leads to a

situation where experts tend to work as craftspeople that reproduce the same job repeatedly instead of redirecting energy on creating new value for customers. It is common for experts in the service industry to dismiss the importance of benefits that a client may receive when acquiring a service. To perceive services as products may provide profitable opportunities and competitive advantages in fields of business where services are traditionally seen as services. The service industry has slowly begun to assume characteristics that are typical to producers of tangible goods. The realisation that an intangible service may provide tangible benefits is becoming an increasingly recognised fact. A crucial phase of productization is to concretize the intangible. The objective is to turn an abstract service as concrete as possible for the prospective client to see its benefits. The most efficient method of providing tangibility is to introduce previous references and testimonials of the services rendered. Product and service descriptions create an image of clarity and reliability. (Sipilä 1995: 14, 24–25)

The connection of concretisation and quality classifications with regard to translation competences can assist the advertising agencies better understand the background work involved in translation processes. It is important to note that customers may be favourable to higher service fees if the cost is justified and they are aware of its content. In expert services the content comprises competences which need to be communicated to customers.

2.5.3 Segmentation and customer expectations

Perception of risk is also closely related to the predetermined selection of customer segment and the area of specialisation. A service provider without a clear area of expertise often appears unconvincing. A rational client justifiably questions an expert who is capable of providing any service imaginable. (Parantainen 2007: 143)

The description of complex service production processes in a simple manner can be a difficult task; hence, the communication between the customer and the service provider is often proved overwhelming. As a result of such a gap between the expectations of clients and service providers, sales events can often be challenging. Prospective

customers may possess superficial knowledge of the service in question, and as they are ultimately in charge of the purchase decision, it is imperative that the service provider has acquired adequate skills in sales, in addition to their expertise. (Sipilä 1995: 27) Abdallah (2003: 96) quoting Hagman (1997: 113) states that the productization of translation services would provide clarity with contractual arrangements and level of desired quality. It would also enable a more detailed description of shared responsibilities in regards to questions of quality.

Segmentation relates to translation competences through the manner in which specialisation and expertise is offered to a specific customer group. In the case of advertising agencies, it may be assumed that their interest toward translation is primarily through competences and benefits that translators can offer. A translator being able to identify the competences beneficial for a certain customer group is able to provide targeted advertising. The findings of this study have suggested competences which, when properly communicated to advertising agencies, may yield positive outcomes in terms of additional assignments.

2.5.4 Pricing

It is hard to define a price for a service that is essentially a construct of knowledge and skill. Commissions for expert services are often considered high; however, considering the possible customer benefit, the fee is often moderate. The reason for such a false perception is often caused by the abstract nature of the service provided. (Sipilä 1995: 32)

A productized service is rather straightforward, inexpensive and risk-free to implement and it offers an opportunity to withdraw from cost-based commissions. By choosing a productized service model with fixed pricing, it is possible to acquire higher commission levels. Secondly, clients are often more willing to pay higher charges for the reliability and benefits of the service increase. Also, production costs for productized services are considerably lower when compared to non-productized services. This ultimately leads to improved competitiveness within the industry. Still,

this may cause more competition as the pricing and benefits become comparable between service providers. It is important for the service provider to be able to have the client compare costs against achieved benefits. Along with the productisation process, the service provider can develop price listing to a variety of service entities or parts of them. Preparation of such listing impels the expert to evaluate production processes, leading eventually to productized services. Opposite to the traditional method of preparing individual offers where pricing includes the completion of a particular project, productization enables the expert to deliver services faster and at the same time can improve the quality of tailored offers. (Ibid: 20, 79–81)

The elements mentioned above regarding productization serve two purposes; making the process of buying easier for the client and improving the profitability of the services. Naturally, the concept of productisation includes many methods and the previously mentioned are the most obvious and straightforward methods. These methods can be implemented and facilitated by the translation competence-related findings of this study. In fact, findings of this study in terms of translation competences in the context of advertising may provide extensive knowledge on the ways translators can better serve advertising agencies.

3 TRANSLATION COMPETENCE MODELS AND COMPOSITION

The following chapter will firstly introduce the concept of translation competence. Secondly, the chapter will present the main theoretical framework of this study. The framework comprises two theoretical multicomponent translation competence models developed by Susanne Göpferich and Minna Kumpulainen. The models in question represent the most recent results in the research domain of translation competence. It is evident that translation competence, as such, could be introduced from various perspectives such as the historical development of the concept. However, due to limitations set for this study and the wide range of issues included in the following competence models, the present study will focus only on the two particular models. For the sake of clarity, the model figures presented below will be modified so that both competence models will be inserted with encoding. Their respective sub-competencies will thus be more straightforward to follow. An additional commentary regarding the key differences between the models will also be presented during the following sections.

3.1 Translation competence defined

As mentioned above, translation competence has been widely studied over time and has been approached from multiple perspectives in the past research. By reference to Chomsky, Pym (2003: 484) discusses the distinction between competence and performance in the context of translation where translation competence is known as a systemic knowledge underlying the performances of translators in a similar manner as grammar guides speech. The views and terminology used throughout the history of linguistics vary and the term, translation competence, has evolved and matured over time as the research in linguistics has moved forward. Multiple authors and their various proposals as to the correctness of the term have been under discussion since the 1980s, but the advances in different fields of linguistics have proved the term *translation competence* to be the correct one after all. (Ibid. 484–485)

There are conflicting views and perspectives regarding the content and composition of translation competence which since the 1970s have provoked a multitude of discussions among academics in the field of translation and linguistics. On most parts, the focus of these differing views seems to concern the differences of opinion on what translation competence should or should not include. Among the variant views, four research frames can be identified; (1) those that concern at minimum bilingual modes allowing linguistic analysis, (2) matters of market demand within the context of historical and social development, (3) competencies that include linguistic, cultural, technological and professional skills and finally (4) a predominant competence that controls the preceding ones. (Pym 2003: 481–497)

On the one hand, a broad range of academics and translation students hold the opinion that translation competence should comprise a multitude of skills and competences, both linguistic and extra-linguistic. These skills include technological, commercial and such other skills that may not even touch translation process in itself but support and enable it. (Pym 2003: 485–489) It would appear that other researchers have suggested similar approaches. In her dissertation, Abdallah (2012: 42) seems to promote similar diversified approach to translation competences and states that research findings concerning in-house translators show that translating is not often considered a critical competence but other competences such as project management skills are more valued in translation companies.

On the other hand, there are those who advocate for the minimalist definition of translation competence according to which translation competence comprises of the single ability to create semantic equivalence of source texts using a variety of translation strategies. This represents a more purist view and is often supported by students as well. (Pym 2003: 489–493)

3.2 The development of translation competence models.

Translation competence model development, as well as translation competence model acquirement, can still be considered to be in its initial stages. This is partly due to the laborious research methods that provide reliable long-term research data on how translation competence develops in reality. Longitudinal studies within the field of translation competence focus on translation products, their producers, the translators, during the time of their education and later on during their professional careers. (Göpferich 2009: 12-13)

Academia within the field of translation research is in agreement in regards to translation competence being constructed of various sub-competences. The debate as to what sub-competences are to be considered and their respective definitions seems to be ongoing among translation scholars. However, there are at minimum three sub-competences that seem to have more substantial roles than others. These sub-competences are communicative competence, in the source language and target language, domain competence as well as tools and research competence. It is also common agreement that the totality of translation competence comprises of at least more than the sum of the above-mentioned components together. (Göpferich 2009: 13–14)

3.3 Translation competence models

Next, I will present the two primary translation competence models that constitute the theoretical framework of this study. I will first introduce the views of Susanne Göpferich after which Minna Kumpulainen's model will be introduced. It is important to note that both theoretical models are based on the same translation competence model constructed by the PACTE group. However, both researchers have approached the model from a perspective best suited their purposes and thus applied changes accordingly. During the time this study is written, the models in question can be considered most progressive ones and therefore selected as the theoretical basis for this

present study. Both models will be introduced individually. In both cases, the model is first introduced through a graphical representation formulated by the respective theoretician. The graphical model is then further explained and introduced in a detailed textual manner. The graphical representations will contain additional encoding to provide a logic connection between the graphic representation and its corresponding textual explanation. Further discussion regarding the connections the models may have will be presented in the analysis in chapter 4.

3.3.1 Translation competence model by Susanne Göpferich

According to the TransComp project Internet pages (The Project 2011), TransComp is a longitudinal translation competence-related research project aimed to produce scientific research knowledge concerning the development of translation competence. The project is a long-term research project which includes both novice and professional translators. The research examines various components of translation competence and their development within a group of 12 translation students and ten professional translators over a three-year period. The purpose of the study is to provide further understanding in the context of process-oriented translation studies, and it aims to complement previous research studies in terms of methodology and model building. The results drawn from Göpferich's study are further employed in the development of translation study pedagogy and curricula development. (The Project 2011) Hence, the framework of reference on which the study is based is a translation competence model TransComp. Furthermore, Göpferich (2009: 21) acknowledges Hönig's model of an ideal translation model (cf. Hönig 1991: 79) and the PACTE research group's (cf. PACTE 2007: 330) translation competence model as the basis of TransComp translation competence model.

The figure below represents Göpferich's translation competence model which includes six particular sub-competences. The following sub-subsection will account for the model content in detail. It is important to note that in order to clearly connect the sub-competences with their equivalent textual explanations, the sub-competences have been encoded with red colour in each section of the image. The coding system is my own.

This will also allow clear references in the below analysis chapter 4. For the sake of coherence, it is recommended for the reader to revise the graphical representation when necessary.

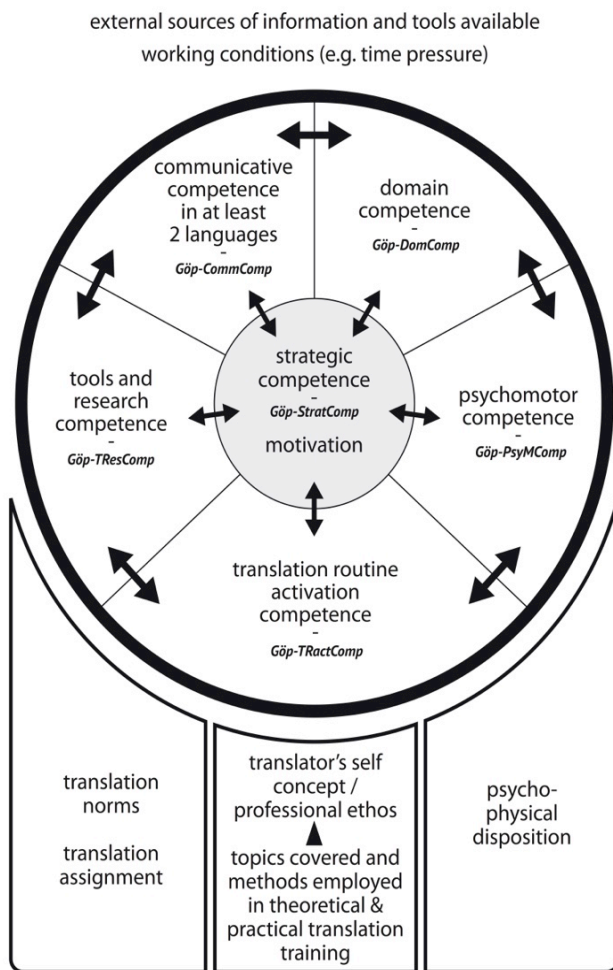


Figure 1. Translation competence model by Göpferich (2009: 21)³

³ In order to increase visual clarity, minor graphical alterations have been made to the original model layout. Excluding the added encoding, the content is unaltered.

3.3.1.1 Communicative sub-competence, *Göp-CommComp*

Göpferich (2009: 21) identifies fluency and expertise in at least two languages as the first sub-competence. With reference to the source text, communicative competence is founded on the premise to comprehend the text so that it can be translated correctly. It includes sufficient knowledge in lexical, grammatical and pragmatic fields. Pragmatic knowledge is mainly concerned with genre- and language pair-relevant cultural sensitivity, including the ability to understand their respective conventions. Communicative competence in regards to source language is consequently a matter of comprehension.

At the same time, the fluency to manage the target text language proficiently dictates the produced text quality. Furthermore, understanding the target text in terms of its receptive correspondence is not to be forgotten. It has a vital role for example in search of semantic equivalence. It is important to note that the communicative sub-competence is founded on the theory of bi-lingual sub-competence by the PACTE research group. (Göpferich 2009: 22)

3.3.1.2 Domain sub-competence, *Göp-DomComp*

The domain-specific sub-competence (*DomComp*) is also connected to the PACTE research group's translation competence model and specifically to its "extra-linguistic" sub-competence. In addition to the communicative sub-competence, domain competence includes the skills and knowledge required to recognise and acquire domain-specific information. This is to say, what knowledge is needed to understand the source text as it is meant to be understood and to successfully carry out a translation in a manner that delivers the original message. The acknowledgement of significant domain-specific gaps of knowledge may then require further research from external sources.

3.3.1.3 Psychomotor sub-competence, *Göp-PsyMComp*

The essential focus of the psychomotor competence is the ability and skills with which cognitive capacity is channelled for tasks which need it the most. This knowledge comes out for example in the capability to read and write by using electronic tools such as computer keyboards. The less thought has to be put into writing and typing, the more capacity it allows to be put to other tasks with high cognitive capacity demands such as translation problems. The less experienced a translator is in terms of psychomotor ability, the more cognitive effort its implementation is assumed to require. (Göpferich 2009: 22–23)

3.3.1.4 Translation routine activation sub-competence, *Göp-TRactComp*

The sub-competence for translation method activation comprises both the ability to recall and implement specific, language pair-related, transfer processes or shifts, which most commonly result in proper translation equivalence. (Göpferich 2009: 22) Transfer processes, or shifts, to which Göpferich refers, are further explained by Malmkjaer (2011: 64, Catford 1965: 73), who tells how shifts are primarily translational changes deviating from formal correspondence while moving from the source language to the target language. Thus, shifts are used to refer to the variety of occasions in which expressions made in one language must be delivered differently in another language e.g. in terms of their grammar, sound or lexicon. (Malmkjaer 2011: 64) In reference to translation routine activation competence, Göpferich also refers to Hönig's model of an ideal translation competence model (Hönig 1991: 79; Göpferich 2009: 15), in which a similar sub-competence is mentioned as "the ability to activate productive micro-strategies."

3.3.1.5 Tools and research sub-competence, *Göp-TResComp*

The third sub-competence that further continues the similarity with the PACTE research group's competence model regards translator tools and research skills. The PACTE research group calls this sub-competence by the term "instrumental sub-competence".

This sub-competence comprises the ability to use translation-assistive tools in a versatile manner. Such devices include instruments such as dictionaries, term banks, word-processors, and translation management systems with other modern tools. (Göpferich 2009: 23)

3.3.1.6 Strategic sub-competence, *Göp-StratComp*

This is yet another PACTE research group corresponding sub-competence. The PACTE research group uses the term strategic competence. It controls and adjusts all the sub-competences mentioned above as a metacognitive competence. It prioritises and sets, case-by-case, individual hierarchies in reference to the sub-competences indicated earlier and establishes the tone in the translation macro-strategy development. The level of strictness each translator follows in terms of implementing this macro-strategy is dependent on their individual strategic competence level as well as the case-to-case dependent motivational background. These may include a variety of motifs both intrinsic and eccentric. (Göpferich 2009: 23)

The foundation of the model is based on three individual factors ruling the employment of the sub-competences mentioned above. These determinant factors include: (1) the translation assignment and norms, (2) professional ethos on which the contents and methods of theoretical and practical translation training have an effect, as well as (3) the translator's psycho-physical characteristics and capabilities determining traits such as competence development speed. For instance, a translator's level of analytical features in problem solving may speed up a translators' development to an expert. (Göpferich 2009: 23)

3.3.2 Translation competence model by Minna Kumpulainen

The following translation competence model is developed by Minna Kumpulainen and at the time when the present study began, the model was considered to represent the most recent and leading development in the field of translation competence research. However, during the process of this present study, Kumpulainen's newer model has

been introduced and the final version can be found in her dissertation (cf. Kumpulainen 2016). It is important to note that the following model is also a variation of the translation competence model by the PACTE research group. For the sake of coherence, it is recommended for the reader to revise the graphical representation when necessary.



Figure 2. Translation competence model by Kumpulainen (2015: 38)⁴

3.3.2.1 Communication skills, *Kum-CommSk*

In addition to proficiency in language pairs translated, a translator must also be capable of communicating the translated message according to situation-specific requirements. This means knowledge and implementation skills in terms of lexicon, style, grammar as well as familiarity with the particular text-type conventions in both source and target text cultures. It is a common misconception that a translator's most important skill is the

⁴ In order to increase visual clarity, minor graphical alterations have been made to the original model layout. Excluding the added encoding, the content is unaltered.

target language proficiency when expertise in the mother tongue should be considered equally important. This is mainly because most translations are explicitly translated into the translator's mother tongue. Consideration of a skilful use of the mother tongue commonly surprises translation students, as the competence is often considered self-evident and therefore left without proper attention. Novice translators are prone to produce target texts that contain a strong influence from the source text, thus causing the translation to feel foreign and in some cases even difficult to read. If the text is produced as a word-for-word translation and the translator is incapable of detaching oneself from the source text, it is more than likely that the translation will bear a significant resemblance to the original wording. An experienced translator is, on the other hand, capable of breaking loose from the original wording while producing new texts. (Kumpulainen 2015: 30–32)

3.3.2.2 Field-specific and cultural knowledge, *Kum-FSpecK*

A translator must be familiar with the case-specific translation subject matter as sufficient comprehension is considered a prerequisite for discovering equivalent and appropriate translation solutions. However, it is equally important for the translator to recognise and acknowledge potential personal subject matter shortcomings and have the ability to obtain additional topic-related information. It must be noted that cultural familiarity and the skill to see texts as products of culture are connected to this sub-competence. (Kumpulainen 2015: 30–32)

3.3.2.3 Theoretical knowledge, *Kum-TheoK*

A competent translator controls the fundamental principles of translation, is aware of text type-related challenges, understands translation characteristics as a cognitive activity and finally, is capable of implementing a variety of problem-solving methods. Understanding the field-specific characteristics is essential when planning the translation from a project management perspective. Due to the diversity of simultaneous tasks that a translator manages during a translation process, it is important for a novice translator to revise the target text multiple times. An inexperienced translator may use a

formidable time searching for equivalent vocabulary and concentration on grammatical points, for example, is left unattended. In essence, theoretical knowledge provides a proper basis for the development of strategic skills needed in practical translation processes. (Kumpulainen 2015: 33)

3.3.2.4 Strategic skills and motivation, *Kum-StraSk*

Strategic ability according to Kumpulainen (2015: 33–34) is inherently a skill to apply theoretical knowledge to tools to be used in practical translation processes. Expertise in theoretical knowledge provides translators with the capacity to control texts analytically in terms of target audience, reasons behind the translation, considerations for cultural adaptations and the essential messages to be delivered. The skill of strategic translation can be described as the translator's ability to choose an appropriate solution to a specific translation challenge from options that rarely contain a single correct solution. Also, due to strategic translation skills, a translator knows which particular skills are necessary for the successful completion of the work at hand and if further information is required to be acquired. A seasoned translator has the judgement to recognise if they possess the necessary knowledge base for the completion of the work. (ibid.)

Strategic translation skill also contains the aspect of quality assessment. Although quality is a relative concept and can be judged based on a variety of factors, a qualified translator is capable of assessing quality e.g. in terms of realised schedule and its relation to pricing. Thus, a translator makes an informed strategic decision based on a firm theoretical basis. That is to say; theoretical principles are implemented in producing target texts accordingly. (Kumpulainen 2015: 34)

3.3.2.5 Technology and tools, *Kum-TechTools*

A contemporary professional translator cannot manage without proper skills in information technology. Firstly, word processing skills which, when mastered, save time for the translation process itself. In addition to word processing software, translators commonly employ the use of translation memory software. A variety of

other tools is also available for translation projects including terminology banks, publication software, scanning software, subtitling software as well as accounting software. Essential tools such as dictionaries and language guides are more than often transformed into digital format. Naturally, not all such tools are necessary. It is important to note that the use of any device must come with a degree of criticism in its implementation. For example, the use of a dictionary alone does not guarantee appropriate solutions which a given translation might require. The translator's strategic know-how is there to guide the process and provides situational sensitivity as to whether or not a given solution should be accepted or discarded. Inappropriate lexical options, for example, must be rejected and other information sources sought should it be necessary. The individual translators' collaboration skills and networking skills are worth mentioning here as well. Blogs and discussion forums may prove invaluable when searching for, for example, expert knowledge and field-specific terminology not available in other sources. The use of social media may also provide acceptable solutions. It must be noted, however, that by using such information sources, a translator must check the validity of possible solutions found in sources such as these. (Kumpulainen 2015: 35–36)

3.3.2.6 Mental attributes, personality, *Kum-MAttPers*

The further a translator is from their comfort zone in terms of subject matter, the more detective work the job requires. The unfamiliarity of the subject matter is always a challenge. The process is made easier by a curious, open, critical and tenacious mindset added with an information hungry attitude. The translation may not always be – as common misconceptions would suggest – fun and the less-fun are often left unattended. (Kumpulainen 2015: 36–37)

3.3.3 Sub-competences as a whole and prerequisites of translation

To conclude, skills in the two languages are merely a small piece of the puzzle of becoming an expert translator. Sub-competencies overlap and go over one on the other. Cultural knowledge and the ability to communicate in two languages are closely

connected. Some sub-competencies are prerequisites for the development of others. The combination of strategic competence and theoretical competence is of no use if the communication skills are deficient. On the other hand, communication skills can be developed as linguistic skills are developed. Thus, a translator aspiring to be an expert in the field reads plenty of different text-types and gets familiarised with various subject matters. Most sub-competencies are in most cases all present but emphasised differently depending on the text-type.

Susanne Göpferich (2009: 20) has developed a model that visually represents each sub-competence and its collaboration, producing the entirety of translation competence. The design indicates the ways in which the individual sub-competences work together with each other. According to Göpferich, strategic competence together with motivational aspects are the connective elements that link all other sub-competences together. In the model, theoretical sub-competence is the guiding factor of strategic competence.

4 TRANSLATION COMPETENCES IN ADVERTISING AGENCY CONTEXT

The following chapter will evaluate and assess the findings drawn from the advertising agency interviews and connect them with the original translation competence models mentioned in chapter 3. After each sub-competence and the findings related to it have been introduced, the analysis will present findings that may be seen as additional competences or suggest a potential for such. The following chapter will use the alphabetic encoding that is mentioned earlier in chapter 1. In reference to the competence models mentioned above in chapter 3, the analysis will also utilise the encoding system accordingly.

As a general observation, all participants were aware of issues involving translation services from a customer viewpoint, which provided a rather straightforward starting point for the interviews. The terminology used in the interview themes did not produce difficulties regarding interviewee understanding. Based on my personal experience within the field of advertising and as the results of this present study suggest, advertising agencies, in general, seem to form a considerable customer potential when expert translators are concerned. It is also rather evident that the competence models that this study includes seem rather broad and generic in content to be specifically viewed from the perspective of a particular industry or field.

Before moving forward to the analysis section of this study, it is imperative to point out an important issue concerning the results of this study. The following chapters and the sub-competences they include present high levels of interconnectedness between each other. The connections cause individual results being discussed more than once during the analysis but with a slightly different perspective. The interconnections also lead to their analysis on two levels.

Firstly, a large part of the sub-competences between the two models is similar as to their content, which also explains the motif of presenting some of them within the same analysis section. Secondly, the findings of the study clearly demonstrate that within the context of the advertising business, for the most part, the competences cannot be

analysed separately from each other; the majority of the findings are inherently connected to more than one sub-competence. This must be acknowledged as one of the primary findings of this study. Some findings are therefore more clearly appropriate than others to suit the original competence models and their thematic divisions. On the other hand, some findings may even seem disconnected from the scope of translation competences but, based on my personal experience in the field of advertising, they have been included as they contain characteristic that may suggest connections to relevant competences.

In order to provide clarity and consistency to the following chapters and to demonstrate the manner in which the findings correlate and present themselves relative to each other, as well as to the original competence models, a new graphical presentation⁵ has been developed. Due to the fact that both models presented in the theoretical framework are inherently refined versions of the PACTE research group's model, I will, therefore, and for the sake of clarity, construct the findings of this study on top of Kumpulainen's model, thus creating a more refined context-bound model. It is important to note that the suggestions made here are notions which, in this case, apply only to the particular field of advertising and only to the extent that the interview results suggest. Similar applications of the findings may also apply to other areas of business operations as well.

As mentioned, the following graphical representation utilises Kumpulainen's translation competence model to preserve certain familiarity and consistency. The new synthesised model presents a surrounding ring, *Economic competence*, around the original model. The ring features the various roles of economic issues that influence the sub-competences through which it runs. On the outer perimeter of the ring are presented the particular findings which have not shown characteristics that might link them directly to the original competence model. Rather, they are connected to the model, and each other, through the *Economic competence* surrounding the model. For the sake of coherence, it is recommended for the reader to revise the graphical representation when necessary.

⁵ Due to the vast amount of added textual content to the new synthesised model, the graphical representation can be found from the appendix 1. section of this study.

4.1 Findings concerning *Göp-CommComp* and *Kum-CommSk*

The interview responses regarding textual assignments and their production, in the case of all three advertising agencies, seem to have produced the majority of the replies in regards to the Göp-CommComp sub-competence. As a general observation regarding the industry, as stated by the agency representatives A and B, the number of language pairs and language versions used in advertising assignments, such as websites, seem to have suffered certain inflation. It seems that in the past years, language versions on websites have been considered to be more of an absolute value and often experienced as *nice to have* without justified reasoning. The advertising agency A representative further clarifies the situation by stating that language versions have been reduced in their amount due to the enormous administrative workload they require.

Göpferich (2009: 21) divides the communicative sub-competence into skills associated with either source text or target text. Thus, it is logical first to discuss the role of the source text in the light of findings drawn from the interviews. Source texts in the environment of advertising agencies are more than often written by the advertising agency copywriters. The texts are also often peer-reviewed within the agency before accepted as final productions. For this reason, the texts are usually well written in regards to their grammatical correctness and style. Thus, from a mere technical point of view, advertising agency textual assignments may offer translators minimal amount of concern in regards to their quality.

The original notion of the Göp-CommComp sub-competence has more to do with the translator's ability to comprehend the source text rather than issues with writing techniques and such other skills. The diversity of styles implemented in the textual productions of advertising agencies seems to be rather extensive, and therefore the issue of source text comprehension has been experienced challenging for translators not familiar with the industry's linguistic practices. As mentioned above, the concept of copywriting places high demands for the stylistic understanding of text production in advertising agencies and therefore for translators as well. It can, therefore, be concluded

that there is a clear demand for translation services with adequate competences to translate texts that are typical to advertising productions.

The interviewees were also asked to comment on frequently or infrequently used text types or genres. The purpose of the question was to assess whether or not there are text types or genres that would suggest specific competences from a translation point of view. Surprisingly, it became apparent that all of the respondents were of the opinion that either genre or text type might not be the correct term to describe the issue. Rather, they would prefer to evaluate the issue from the perspective of their principal client's field of business and textual characteristics used in that context. Thus, the form of the question did not seem to be adequately accurate.

It also became clear that often translators are not operating close enough with advertising agencies, leading to situations where familiarisation with the source texts is left inadequate. In cases like this, there is little that translators can do in terms of their communicative competence (Göp-CommComp) in which the source text comprehension is assessed. The inadequacy in comprehending the source texts is mainly due to the wide range of clients and business fields the advertising agencies serve and the consequent wide array of specialised terminology they present. Moreover, it can be considered merely impossible for translators to acquire expertise in all potential fields represented. It seems to be the responsibility of individual translators to conduct proper case-by-case background research. It can be therefore stated that the original sub-competences Göp-CommComp and Kum-CommSk are valid in the context of advertising agency environment but require focusing in regards to the various textual characteristics that are typical for the principal client's field of business.

At the other end of the communicative competence spectrum is the translator's fluency to manage target texts in terms of technical proficiency as well as the ability to produce required equivalence between the texts. Based on the findings, technical proficiency of a translator was taken by default by all agencies, and they seemed to trust the expertise of translators in this assumption. All interviewees noted that the translation quality was seen as a paramount criterion in their assignment evaluation as it strongly influenced

their image too. Also, quality had very seldom been an issue of concern with translators. A larger concern, however, seemed to relate to the quality evaluation of translated texts as the translator was often the last quarter in the text production process. Thus, it can be stated that the ability to convince the advertising agencies of high-quality service as well as the capacity to produce high-quality translations is yet another particular aspect concerning the sub-competence Göp-CommComp. In fact, representatives of the advertising agencies B and C commented on the issue through a service concept suggestion. It was proposed that translators as language experts would provide advertising agencies with quality-check services and added that a clear niche for such service would most definitively exist. Obviously, this in itself is not a competence, but it may be considered a skill which refers to a competence.

The competence to transfer the copywriter's productions while carefully considering the semantic equivalence of the message was the main concern of all advertising agency representatives. As an example, agency A provided another example suggestion: It would be experienced very useful if a translator were able to implement stylistic features of fiction writing which could then be applied to advertising texts. Agency C, in turn, found great potential in translators with specific skills in the field of tourism as most of their clients comprised of tourism-related principals.

With regard to source text language, especially in part of agencies A and C, textual productions were usually written in Finnish. Agency B, on the other hand, was an exception to this as Finnish was mentioned as the primary target language in their productions. The exceptional situation in agency B is most likely due to their large company size, resulting in large-scale international clients, such as Volkswagen, who commonly delivers texts in German language and requires texts to be localised into Finnish. Agencies A and C, on the other hand, were smaller organisations which most likely leads to principal clients who typically require translations from Finnish to other languages. As it has been noted, advertising agencies employ a variety of genres in their textual production and as it has been mentioned above, genre or text type would not even seem the most descriptive term in the modern communications industry. Instead, as agency B describes it, the term genre should be replaced with one that describes the

principal field of business. It is, therefore, evident that this places a significant demand for the translator's competence to discuss and adopt a variety of subject matters.

Assignment-specific situational sensitivity in terms of grammar, lexicon, style and culture-bound attributes are mentioned by Kumpulainen (2015: 30) as the primary communicative sub-competences (Kum-CommSk) in her model. This notion is comparatively similar with Göpferich's communicative sub-competence (Göp-CommComp) and especially in part of the concept of translation equivalence. An issue concerning the connection between culture and textual style, which Kumpulainen (2015: 30) brings forth in her model, must be mentioned here; agency C described translations often being difficult or mostly impossible to check in regards to their quality, especially in situations when the texts employ insightful copywriting. It is a common stylistic feature that advertising agencies produce messages with double meanings and that are culturally bound insofar that the message(s) may only be comprehended by, for example, Finnish recipients. Such messages should then be translated with equivalence that can deliver similar insightful meaning in the target culture with careful cultural consideration.

This, on the other hand, is closely linked to the ability to produce translations taking culture-specific details into account. According to each interviewed agency, such ability was a highly desired competence in a translator from an advertising agency perspective. Although it became evident that in events such as these the agencies experienced the quality checking process nearly impossible as they had no reliable methods to confirm the insightfulness of the translation. In fact, all the agencies saw a particular need for a service that would evaluate and ensure equivalence of messages and their quality.

As a conclusion to this section, most observations and findings do not seem to suggest new competences directly. It would appear that the characteristics of the advertising field do not have a major influence on the translation-specific competences and that both Göpferich's (2009) and Kumpulainen's (2015) models are similar. However, it would seem that the findings that can be linked to Göp-CommComp and Kum-

CommSk would rather point to services that are seen necessary or otherwise wanted in the field of advertising.

4.2 Findings concerning *Göp-DomComp* and *Kum-FspecK*

It is evident that by comparison the sub-competences in question, domain competence (*Göp-DomComp*) and field-specific and cultural knowledge (*Kum-FspecK*), seem to correspond with each other relatively well and therefore, the similitude can be considered reasonable to review and evaluate both sub-competences simultaneously with regards to the findings of this study. In the case of both sub-competences, the essential point is the translator's control over the subject matter of the assignment.

Firstly, it is important to note that the finding regarding translator's visibility is closely connected to both sub-competences in question. Whereas agency B describes the relationship with translators mostly clinical and impersonal, agencies A and C comment translators being merely productive and invisible agents in the production chain. The manner in which the translators' invisibility is linked to controlling the subject matter at hand, that is, *Göp-DomComp* and *Kum-FspecK*, is based on the issue of case-related information search that apparently often fails in advertising translations. For this reason *Göp-DomComp* as well as *Kum-FspecK* seem very important and a clearly identified challenge in all interviewed agencies.

To further elaborate, translator's control over the principal client's domain-specific subject matters and the subsequent translation quality are often seen challenging due to the productional nature of translation as a service. It seems that the advertising agency's competence comes out primarily as the ability to comprehend the principal client's business operations and produce material accordingly. It is important to note that information within advertising agencies is often distributed through memorandums. Due to the principal clients' expertise in their operational domain combined with the translator invisibility, information transfer through memorandums is often superficial which further complicates the translation process. The translations often appear as

word-for-word translations and correct but often fail to deliver the copywriter's message as it was intended. As agency A's representative expressed the situation: in such cases, the soul of the message is being killed. It became apparent during the interviews that translators are very often unable, or at the very least in a tough situation, to acquire the necessary information from outside sources.

A competence that arose from the interviews connected to the sub-competences Göp-DomComp and Kum-FspecK is the translator's ability to comprehend and apply general business operation principles. According to the interviewed representatives, understanding the basic cause-and-effect principles of economics and the fundamentals of marketing management were considered a significant field of know-how for all their interest groups and especially desirable for translators. The primary findings within the framework of Göp-DomComp and Kum-FspecK seem to have produced more commercially emphasised comments than initially expected. It is represented as the general understanding of economic standpoints of all interested parties within the production chain. This view is further supported by the comments according to which translations often show the translator's inadequate understanding in regards to the principal client's business operations, thus causing problems in the overall translation quality.

4.3 Findings concerning *Göp-PsyMComp* and *Kum-TheoK*

Göpferich's (2009: 22-23) psychomotor sub-competence Göp-PsyMComp does not seem to bear similarities to that of Kumpulainen's (2015: 33) sub-competence of theoretical knowledge Kum-TheoK. Also, it seems that the psychomotor sub-competence is closely connected to the sub-competence concerning the control of technical tools, which again applies to both Göpferich's and Kumpulainen's theories. The research findings do not suggest any new or deviating competences concerning the original psychomotor sub-competence Göp-PsyMComp. This is mainly because Göp-PsyMComp can be perceived as an entirely translation process-related mechanical

competence which does not assume any adjustments to be made due to the focused operating environment of advertising agencies.

As previously mentioned, Abdallah (2012: 42) brings out the significance of project management abilities when translator competences are considered. Kumpulainen's (2015: 33) model also raises the need for project management skills within the sub-competence of theoretical knowledge Kum-TheoK. Based on comments during the interviews, the advertising agency representatives did not dispute the needs for project management skills; however, the issue was not as straightforward as the initial discussions suggested.

When dealing with translators, the agencies did not feel qualified or even necessary to comment on translation processes and project management issues related to it; the potential connection of translation, as a process, combined with project management skills seemed irrelevant as the primary interest of the advertising agencies was in the delivery of services ordered. Another relevant issue that must be acknowledged in the present context, also touching on project management competence, is the translator's ability to control sufficient human resources. According to agency A, one of the primary reasons for advertising agencies not to choose individual entrepreneurs or freelance translators as their service providers is the underlying unreliability to complete assignments. The statement is not meant as a vote of non-confidence but rather a statement which considers the typical limited human resource circumstances of entrepreneurs; should a translator fall ill or is otherwise incapable of finishing the assignment on schedule, the entire project from the advertising agency perspective will be compromised. Moreover, the administrative processes while using multiple translators simultaneously was mentioned as an avoidable situation. Therefore, theoretical knowledge on human resource issues combined with project management skills can be regarded as an underlying competence that is required when in cooperating with advertising agencies. In a way, both skills combined suggest a certain connection to the understanding of risk management. All the skills regarding theoretical knowledge are the very ingredients that Kumpulainen (2015: 33) comments when including field-specific know-how into the competence mix.

The advertising agency representative A, in particular, acknowledged that in the hypothetical situation that the advertising agency employed a full-time in-house translator, no project management duties would be assigned to translators. Rather, their role would be merely to produce texts. Translation was seen as a job description which should not be mixed with other assignments or job descriptions as they might compromise the textual production quality. However, it became evident that the ability for a translator to understand and adapt to the advertising agency's project management methods, rhythm and practices would be greatly appreciated. In a manner, the theoretical knowledge sub-competence already includes this, but due to its general nature, the model does not specify such field-specific demands found in for example advertising agency business operations.

As the traits mentioned above already suggest, and as all interviewed parties highlighted, a commercial and economic orientation in the way a translator perceives things is a valued skill and, most of all, a competence which all advertising agency representatives experience that should be controlled. The ability to consider assignments from an economic perspective allows translators to comprehend the primary client's operations better and from there onwards the copywriter's text as well. In fact, this is the very characteristic to which the sub-competence Kum-TheoK in question refers.

The conclusion of the section is that the findings do not suggest any relevant considerations in regards to Göpferich's psychomotor sub-competences. There also seems to be a sort of dichotomy in the way project management skills are seen in the advertising agency context. On the one hand, they are seen beneficial in the translation process itself but do not seem to attract particular interest from the advertising agency's perspective as long as the agreed assignments have been completed as agreed. On the other hand, project management included in the translator's job description is not seen as a conceivable skillset because the mixing is considered to distract from the translation work. A certain reference to project management skill set becomes necessary in the circumstances of small-sized translation service provider and the need to control sufficient human resources which in many cases seem to enable additional assignments. The most apparent finding concerning theoretical competence seemed, again, to point to the ability to understand business-related subject matters.

4.4 Findings concerning *Göp-TRactComp*

Firstly, it would appear that Kumpulainen has not included a corresponding sub-competence within her model, and for this reason the analysis of this study is focused exclusively on comparing relevant findings to Göpferich's model. The findings, in this case, seem to repeat themselves in the sense that issues regarding translation shifts have been identified in connection to other sub-competences as well.

Göpferich (2009: 22) seems rather straightforward and concise in her description concerning translation routine activation sub-competence *Göp-TRactComp*. However, the explanation and reasoning seem clear and appear to provide sufficient information required to comprehend the content and scope of the sub-competence. The research findings that appear relevant seem mostly connected to translation shifts to which Göpferich's sub-competence also refers.

The advertising agencies interviewed for this study appeared to face common challenges in regards to the textual productions of various advertising materials, especially in the cases in which they were to be localised into other languages. Creative puns, insightful messages and other textual productions have been experienced difficult to be translated in a way that would deliver the same or similar inspiration with target cultures. The competence to deliver such witty messages with sufficient equivalence seems to require translators with specific skill sets. Translator's competence to implement a variety of textual styles may be the most suitable description for the competence.

Agency representative C provided a descriptive example of difficulties when translations are produced in Russian language. It was stated that a translator with a combined ability to translate to Russian and simultaneously construct correct layout designs including grammatically correct line breakings and hyphenation would be a highly appreciated talent. It was mentioned that the agency has had problems related to this in the past and is evidently caused by the Cyrillic writing having very distinct hyphenation rules. The representative of agency A also comments and recognises

identical challenges when it comes to Asian languages and highlights the difficulty of sentence lengths. Apparently, the rules defining the lengths of clauses are experienced difficult, which is further complicated by typological styles. The problem is further emphasised in the textual styles of advertising writing. The representative of agency A further adds that these reasons, mainly the vagueness of grammatical rules and their interpretation, result in problematic and challenging situations in the overall interpretation of translations. It is also emphasised that linguistic considerations in this regard are experienced and treated as high-priority issues in the overall quality evaluation of translations. In the case of agency B, Asian languages are most commonly proofread and localised in the target country by people usually employed or used by the primary client, thus partly solving the issue.

4.5 Findings concerning *Göp-TResComp* and *Kum-TechTools*

Göpferich's (2009: 22) sub-competence regarding tools and research competence, *Göp-TResComp*, also seems rather straightforward and even limited in its scope and content. It would seem that such simplicity only exists when mere translation processes are studied, and only then the issue may be as straightforward as Göpferich (ibid.) suggests. However, when findings of this study from the field of the advertising business are included, some changes, or rather, additions, should be suggested in terms of competences controlled within the scope of tools implemented. Furthermore, I will also provide my personal take on this subject based on my personal, professional experience in the field.

From the perspective of advertising agencies, technical tools, such as translation memories and databases, as well as the translator's ability to control them, did not appear particularly interesting. The assignment's completion on time and within the expected quality requirements was of more concern to the interviewed agency representatives. Should the job description be completely translation-related, neither a close co-operative relationship nor a possible in-house translator position suggests that new and different technical tools are controlled. This is mainly since the process of

translation does not seem to require adjustments caused by the specified operating segment. From an advertising agency viewpoint, as agency A comments, a translator with a single area of expertise alone does not yet justify an in-house employment. However, an expert translator, with an additional skill set in for example graphical layout design, would most likely be a valuable resource for the company. In fact, the finding in this regard supports Kumpulainen's (2015: 35–36) model insofar that it identifies a similar competence in regards to publication software.

Another technical tool segment to which Kumpulainen (ibid.) refers is the ability to utilise social media in the process of translation and information search. Naturally, there are no findings to refute this. However, as the representative of agency B points out, new online applications, specifically with features serving geographically dispersed work teams, have been adopted to improve the effectiveness of their advertising agency's workflow. As an example of such software, agency B identifies a collaborative and instant messaging software *Slack*⁶, which enables an uncomplicated and efficient transfer of information between teams or individual team members. The software enables team members to effectively contribute to projects without physically being present in meetings. It seems obvious that controlling such tools represents Kumpulainen's (ibid.) model but offers a new perspective to it. The use of such tools will also allow more personal presence and collaboration with the team and provide translators with the opportunity to change their perceived image of invisibility.

Based on my personal experience in the field of advertising, an addition must be mentioned here. Another example of modern software-based competence is the control of project management tools such as Visma Severa, which, among others, provides effective customer relationship management (CRM) properties with project management features and human resource control. Software such as Visma Severa is often used by advertising agencies; furthermore, it functions as a field-specific example of common software tools to be considered.

⁶ For further information on Slack software, refer to <https://slack.com>

There is also another important and relevant perspective from which the issue of tools and technology-related competences should be assessed. Based on my personal observations and confirmed by all agency representatives interviewed for this study, basic word processing skills, which may be assumed to cover a large part of the technical abilities of translators, do not seem adequate to convince advertising agencies to broaden their service requests, or employment strategies, outside the scope of translation. A translator's ability to provide advertising agencies with services with the addition of graphical design layout capabilities is a definitive competitive edge, and most of all a considerable opportunity to differentiate from other translation service providers. The agencies identified that a combination of skills requires an active command in such software like Adobe Illustrator or In-design. These tools are also effective in producing professional-appearing presentations and other documents that are commonly used for example for sales purposes. The benefit of such tools also bears a significant advantage regarding productive capacity, which is a very appealing benefit from the advertising point of view. An added benefit of the use of graphical design tools from an entrepreneur's perspective is the ability to create for example translation service-related marketing material without the cost of outsourcing.

The theme regarding tools and their influence on translation competences in the context of advertising agencies seemed initially more extensive than it became to be. The most relevant finding, however, is that to create additional value for advertising agencies, sufficient control over the software they typically use is imperative. From the perspective of advertising agencies, the benefit is the ready-made product to which they do not need to allocate resources after the translations have been done. At this point, it is relevant to remind of the connection that tools and research competence have in regards to Göpferich's (2009:22–23) psychomotor competence and its relevant findings mentioned earlier in this study.

4.6 Findings concerning *Göp-StratComp* and *Kum-StratSk*

As stated above, the strategic sub-competence concerns primarily the manner in which all other sub-competences are emphasised and implemented concerning each other as a

metacognitive process. As such, in part concerning Göpferich's model, the findings of the study do not seem to provide any new points or adjustments to be taken into account in regards to this sub-competence.

It appears that Kumpulainen (2015: 34) has selected a very similar approach to that of Göpferich's relating to the composition of the sub-competence. She refers to the translator's theoretical expertise and the overall analytical competence it enables in terms of assessing and performing assignments while considering all the variables of the particular work. Also, she highlights the translator's ability to make educated decisions regarding the correct translation strategy and the manner in which the other competences are to be used accordingly. Therefore, it seems justified to consider both competences somewhat equal in their content and function.

Not surprisingly, the context of advertising agencies does not appear to change the nature of translation as a process. As the strategic sub-competence is inherently interested in the manner in which other sub-competences are strategically controlled and prioritised as a system, there does not seem to be valid reasoning to suggest any elaborations to be made based on the findings of this study. The strategic competence additionally seems to concern the issue of quality assessment and its role in relation to the correct level of pricing and schedule. This seems to suggest that Kumpulainen's model may not be as general as initially assumed.

The above sections are mainly concerned with identification of translation competence-related issues directly associated with either Göpferich's or Kumpulainen's theoretical competence models. At this point, it can be noted that the findings suggest only a few special new competences be added to the old competence models. These include themes such as the understanding of economic issues and control over uncharacteristic tools to translation process. It can also be stated that both of the competence models presented as the theoretical framework of this study seem too generic to serve translators in the specific professional field of advertising.

4.7 Findings outside the scope of the original models

The following section will consider findings which are not directly linked to either of the competence models mentioned above. It is important to note that some competences may not be exclusively advertising field-related. However, within the context of advertising agencies, while assuming that an advertising agency employs a particular translator, the following findings should be considered to provide focus for the otherwise general descriptions of the competence models. As mentioned earlier, the following results present a strong interconnectedness between each other, which must be taken into account with almost every finding.

Firstly, it must be noted that in a potential cooperative relationship with advertising agencies, in reality, a translator will have two separate parties to work with: the advertising agency as well as the principal client. Whether a translator works as a freelancer or as an in-house translator, this standing does not change. This observation indicates that a translator must be up to speed not only on the principal client's business operations but one must understand the fundamental operative principles and motifs of the advertising agencies as well.

4.7.1 Economic competence

The following section will discuss the findings related to the identified economic competence in the new synthesised model found in appendix 1. of this study. Sensitivity towards the principal clients' business operations is the first of two primary findings with regards to economic competence. Being able to comprehend the services or products offered by the principal client will enable one to understand the customer's core business logic as well. This will then lead to better understanding the customer benefits that the particular products or services offer for the end user. Consequently, comprehending both the client's business operations and the benefits they produce for customers will provide a translator increased professional perspective on assignments and their requirements.

As mentioned earlier, quality management and equivalence are challenges with which advertising agencies seem to struggle when translations are concerned. The agencies' quality management is often incompetent and unreliable to properly evaluate their quality, which has often led to negative outcomes. As it came out during the interviews, a translator with a clear and distinct perception of the principal customer's business operations would be seen advantageous in terms of the ability to produce higher-quality products with increased reliability, especially in regards to the level of translation equivalence. In fact, this is the very issue that the field of transcreation tries to target.

The competence to understand the advertising agencies' business operations is the second primary finding with regard to the economic competence. Based on the findings of this study, Economic competence must also be viewed from the perspective of comprehending the translators' own clients i.e. advertising agencies' business operations. Firstly, the competence enables the translator to effectively target and develop one's services to a specific field of business, which in this case are advertising agencies. By doing so, a translator carries out one of the previously mentioned principles of productisation, segmentation. The competence to understand the motifs of advertising agencies enables translators to comprehend the connection between advertising agencies and the principal client concerning their roles in the communicative equation. It will also allow the translator to position oneself to both parties and seek for an efficient partnership role within the configuration.

Should a fictional situation be created in which a translator produces content for the advertising agency, either as a freelancer or an in-house translator, economic competence will enable the translator to provide targeted marketing communication for the advertising agencies and increase the number of possible assignments. Increased understanding in terms of economic issues will also allow a translator to offer additional services in terms of copywriting, editing and even proof-reading textual productions to potential clients.

4.7.2 Networking competence

As I have mentioned earlier in section 4.2, translators are often seen valued but invisible agents of the production chain of advertising agencies. The representative of agency A describes the invisibility by stating that translators are the only interest group in their cooperative partners who never contact or visit simply for the purpose of social interaction and maintaining good relations. It was also added that the threshold for offering additional assignments for translators would be substantially lower if they stayed in touch more often. This is a very representative example of a situation in which networking competence might increase potential assignments and therefore improve the general working conditions of a translator. The mere presence through occasional contacts with interest groups could already provide a way to differentiate from competitors. All agency representatives touched on the subject by stating that from the perspective of an advertising agency, understanding and being aware of what translators do and what the translation processes include would not only be interesting but also useful from the viewpoint of their professional expertise. It became evident that being aware of translation as a process would also allow advertising agencies to be more efficient in terms of their project management processes. It would allow a more precise control over their customer service procedures, for example customer's inbound material flow deadlines.

The issue of interest group networking from the economic competence point of view is also interconnected with the translators' social skills, which was one of the interview themes of this study. At first, it seemed that the responses did not suggest any new notions or adjustments be made to the competence models. It seemed that, apart from normal social skills, no particular social skills that the advertising field might require were noticed. However, after a short deliberation, all agency representatives further added that the increased presence of translators would most likely influence positively to their tendency to ask for additional translation quotations in the future. In fact, agency representative B commented that the idea of employing a translator would seem unnecessary at first. However, it became apparent that if they were to hire a socially

skilled in-house translator, after a week's time this person would be massively overemployed due to their recognised linguistic skills within the work community.

The issue of face-to-face participation in so-called start-up meetings with the principal client and the advertising agency's team was also a specific finding that agency representatives A and B would highly recommend. Social interaction with all concerned parties of the project would most likely create a more reliable perception of the translator and their work but also enable the translator to create additional value to its customers. Both agency representatives commented that such service would increase the likelihood of paying higher translation commissions as well.

During the interviews, I enquired whether or not the advertising agencies would see it in some way beneficial for translators to take part in the preliminary briefings in collaboration with the advertising agency and the principal client. An unequivocal response to this was most positive and welcomed. Such course of action was seen particularly positive as it would allow translators to comprehend the assignment and its characteristics better. Also, it would further confirm the reliability of the translation service provider to deliver translations with considerations to for example lexicon, grammatical subtleties, equivalence and such other issues presented earlier in chapters on Göp-CommComp and Kum-CommSk. Such brainstorming meetings would also allow the translator to become better acquainted with the advertising team but, moreover, these meetings would also allow increased background research opportunities in terms of the work at hand. This can be regarded as a potential additional service that can be connected to the productization theories presented in chapter 2. Concrete face-to-face meetings as a service would not only provide more task-related information but also new networking opportunities as well as an entirely new source of revenue.

It must be noted that the above issue is also very closely connected to Kumpulainen's (2015: 36–37) model. Specifically, to its element concerning mental attributes and personality, Kum-MattPers, in which the issue of personality is raised in terms of the translator's mindset towards the assignment's background research. Kumpulainen (ibid.) states that as the subject matters are most often challenging, a curious mindset

and attitude may prove valuable. The way in which this connects to the findings of the study arises from a statement made by the advertising agency representative B, who states that an innate curiosity towards innovations, technology and other issues that might result from them could be considered paramount in being successful within the field of advertising.

In addition to economic benefits deriving from the activity of networking socially, an added advantage of being involved face-to-face with advertising agencies is the ability to understand and follow the dynamic world of advertising communication. As the agency representatives B and C commented, the way people communicate changes continuously, and it is the responsibility of the advertising agency to ensure that their clients are using all the possible communication channels and media available to reach their clients. This places increased requirements for translators as well. Being up-to-date in terms of modern communication methods may provide translators with valuable opportunities to present specialised competences through which additional sales opportunities may be found.

An interconnection between Kumpulainen's (2015) sub-competence regarding social skills, mental attributes and personality was identified as a reference to a particular finding. According to agency representative A, the ability to endure constant criticism regarding the work produced is more than advisable in the field of advertising and ultimately recognised by all agency representatives. However, whether or not this is a competence in itself can be argued. Based on the responses, it would seem, though, that mental toughness may be innate but it may also be a learned skill. Regardless of the manner in which it develops, it is an identified trait that a person working in the context of advertising must be assumed to control. As the agency representative A put it, "one is required to develop a certain amount of Teflon in this field".

As a conclusion, it may be stated that issues related to social skills are fundamentally connected to economic issues as well. The importance of social skills and its indirect influence on other competences can, therefore, be considered one of the primary

findings of this study and will, therefore, be called networking competences. It was also evident that socially active translators are also more likely to be hired more often.

The present section discussed the role of social competences, its importance and the manner in which it connects to the economic competence identified as one of the findings of this study. The following sub-section will continue the discussion by presenting findings connected to textual and language-related issues identified in the study. As it has become evident in the analysis above, issues found are closely interconnected.

4.7.3 Conceptualisation of linguistic competence

Linguistic abilities, in general, combined with the changing nature of advertising communication, suggest that new, or at the very least elaborative, sub-competences which need to be considered additions to the list of findings of this study. As I have mentioned above, proofreading came out strongly in various associations during the interviews. The subject appeared, most clearly, as a service which the advertising agencies had at some point needed or sought but had not found for some reason. It seemed that the needs were rather varying in nature and included a variety of communication formats or platforms from textual productions to audio-visual assignments. Regardless of the need, especially agency representatives B and C commented the issue of proofreading as something they would most likely use in ensuring the quality of other translators. They experienced that when creating advertising campaigns which were to be published outside Finland, quality checking for the work of the selected translator seemed nearly impossible. This was caused mainly by the unfamiliarity of the individuals who were assigned, most often by the principal client, to evaluate the advertisement.

It could be described as a hopeful suggestion of two advertising agencies that a translation service provider would offer a proofreading service and communicate its existence to the advertising agencies. Admittedly, the issue has been mentioned previously in this study; however, the reason for bringing it up again is its inherent

connection to the economic competence, which is brought out as a finding of this study. A translator able to provide proofreading as a service that is clearly communicated and marketed will most likely get additional assignment opportunities. Such services concerning proofreading could also be called linguistic quality control services, for example. As in the previous section, these observations also suggest potential for productised services. The competence to conceptualise proofreading services as part of translation services will offer an opportunity to differentiate from competitors, provide additional value for clients and at the same time create additional revenue.

In itself, the issue of proofreading does not suggest that a new translation-related competence be recognised but in the context of advertising agencies its conceptualisation is recommended. Naturally, such services have been offered by translators in the field before but rather than looking if something has already existed in the past, a better question would be the manner in which it is brought to the use of potential clients, for example advertising agencies in this case.

Another entirely new finding which does not directly relate to the original competence models but is connected to both social and economic competences is the ability to create and control human resources. Based on the interviews, it became evident that productive resources were the only reason for the agencies not to choose translation service providers who did not possess adequate human resources. Firstly, the issue of language pairs came out. It was found that when material was translated, it often included more than one target language. Thus, from the advertising agency's perspective it is more efficient financially and easier in terms of project management to acquire the translation services from one supplier. Also, the project management schedules in advertising agencies are often rather intense. Delays or other problems in translations may cause entire projects to fail, eventually affecting the image of both the principal client as well as the advertising agency. Security of supply is therefore the key for advertising agencies when selecting translators. This suggests that when being in or planning a cooperative relationship with advertising agencies, a translator should address the issue of sufficient human resources. As such, this issue also resonates with skills related to

commercial competences and most of all with the translator's competence to project management.

The matter of textual production has been mentioned several times in the discussion. However, it is imperative that the issue is brought out once more, mainly due to its complex interconnectedness throughout the competences. The findings clearly demonstrate that one of the competences considered necessary and beneficial from the viewpoint of advertising agencies is the translator's ability to produce and edit texts. The ability to edit and create texts in itself refers to a certain skill set that comprises two distinct competences. Therefore, it can be noted that one of the primary findings of this study, in terms of competences, is the translator's ability to acquire and combine any relevant skill that may be beneficial in terms of the entirety of professional expertise.

In the context of advertising agencies, the most interesting combination of competences seemed to be related to the ability to produce and translate texts. It is, therefore, to be considered one of the primary findings of this study and will be called Skill set combination. As in the case of previous competences, Skill set combination must also be interconnected to other competences, for example economic competence and networking competence, in order for it to function. The finding also supports statements with regards to the concept of transcreation mentioned earlier in chapter 2. The ability to communicate and market such combined skills also demands the control of economic competence as well as networking competences mentioned above.

4.8 Summary of the findings

The following section will shortly summarise the primary findings of this study. It would appear that for the most parts the two competence models presented in this study as the theoretical framework are very similar in their content. As previously mentioned, both models are based on a preceding competence model developed by the PACTE research group. The models used in this study can be considered to represent the most recent knowledge in the field and therefore selected as the framework of this study.

In general, it could be stated that the theoretical competence models presented in this study seem somewhat general. It would seem that such unfocused characteristics are true insofar as the models are considered from a perspective that does not include any specific operational environment and the examination is made purely from a translation competence perspective. Applying the models as such to real life circumstances would seem somewhat vague albeit they seem to be true for all intents and purposes. Bringing the models together with the advertising agency environment complementing many of the sub-competences with concrete situational examples seems to support this assumption very strongly and is therefore the reason why this study considers identifying the general nature of the models as one critical finding.

Perhaps the most considerable finding of this study is the great emphasis that advertising agencies place on comprehension of economic issues, which this study will consider a new sub-competence, in addition to the original ones mentioned above. The competence will therefore be called economic competence. Without exception, all advertising agencies raised this competence as a primary skill of any employee or subcontractor with who they had cooperation. It is relevant to note that the economic competence extends its reach throughout all sub-competences from the previous competence models. Therefore, it must be considered as the primary finding of this study which then connects all other findings with the previous model.

The study recognised a multitude of smaller markers that suggest new competence to be adopted to the synthesised model. The markers seem to influence the model either directly or indirectly. This means that some findings can be directly identified as clear-cut competences and others may merely suggest skills or skill sets which are parts of a larger competence. Usually, these parts seem to be linked to the economic competence. The particular parts of skill are placed on the outer perimeter of the economic competence circle presented in the synthesised model.

It is surprising that, contrary to the initial expectations based on the interviews, the results of the study did not uncover significantly many new competences to those that were found. The interviews suggested that the material would include a larger amount

of new competences. As such, this must be considered one important finding of the study. It would reassert the assumption that the original competence models were in fact too general in their scope, new elaborating findings were made on their part and some new competences identified.

Networking abilities with all their nuances are an important finding as well. This is clearly an example of a competence that should be adopted not only when working in cooperation with advertising agencies but with all potential interest groups. The competence to network and operate closely with interest groups leads to the competence to communicate existing competences to interest groups. Among all competences found in this study, the conceptualisation and productization of those skills is an imperative competence itself. In fact, it is even surprising how much the competence to communicate translation related competences would be valued within the field of advertising. There is a distinctive unfamiliarity towards the professional expertise of translators. It is therefore my view that the identification, conceptualisation and communication of the processes and competences that translation as a profession includes should be improved within the field of advertising.

5 CONCLUSIONS

The present MA thesis set out to study the extent to which existing translation competence models were applicable within the context of advertising agency environment. In specific, two particular translation competence models were selected as the theoretical framework of the study. The models represented the most recent information within the field and they were developed by Susanne Göpferich (2009) and Minna Kumpulainen (2015).

The aim of this study was to provide further understanding regarding the potential translation competence-related gaps between the advertising agency operating environment and the translation field in general. The study attempted to identify and evaluate the extent to which the selected translation competence models corresponded with the professional skills, needs and requirements of content creation and management within the field of advertising agencies. As a second objective, the study set out to propose adjustments to the selected translation competence models and attempted to create a synthesised revision model within the advertising agency context. The study was implemented as a participant-oriented research in which three Finnish advertising agency representatives were interviewed to collect the necessary material. The advertising agencies were in different geographical locations: Kainuu region, Southern Ostrobothnia and Helsinki metropolitan area. The material of the study comprised six interview themes which were covered with the participants. The interviews were recorded, after which the recordings were documented by taking notes.

The research results of this study offered an extensive variety of new and detailing information which was applied to the theoretical competence models to construct a new synthesised competence model (see. Appendix 1.) within the context of advertising agencies. In order to maintain clarity, the synthesis was constructed on the basis of Kumpulainen's (2015) translation competence model. As one of the primary findings, the study suggests that new competences that could be clearly recognised as results of the advertising agency environment are fewer to my initial expectations at the beginning of this study. Rather, the results suggest an abundance of smaller professional attributes,

or skills, that are important to consider but do not in themselves justify new competences. Therefore, the division between important attributes and clear-cut competences are open to interpretations. The findings also suggested a division of competences between content creation and content management. The extent to which the theoretical translation competence models could be applied to the advertising agency environment seemed too general in their content. As a result, the study suggested certain additions to be made to the original theoretical models.

The initial expectation was that a certain level of economic competence would be suggested by the study but the final extent and attributes connected to it were far more extensive than expected. Also, the interconnectedness of issues with regard to economic competence was found. A large amount of particular attributes linked to economic competence were found, most of which were in some way connected to the original competence model used. Due to the interconnectedness of the findings, the coherence and structure of the study was experienced somewhat tricky to construct.

Identified by all interviewed agency representatives and based on personal expert observations from the field of advertising, the ability to combine a variety of skills is one of the findings of this study. The material of this study clearly showed that the characteristics of advertising are in constant change, which requires a certain dynamic and curious attitude towards the working environment. The change from traditional communication methods towards digital media and the shift in the way information is delivered have affected the general characteristics in the field of advertising but also translation. Content creation, copywriting, translating, business know-how and graphic layout design are competencies that are identified as extremely important skills in the advertising field. It is the translator's benefit to acquire such competences because, most likely, they will yield an increase of job opportunities. It is evident that the present study did not introduce a typical clear research question(s) or hypothesis. Rather it approached the subject matter from the viewpoint of possible translation competence characteristics and their identification.

The initial interview recordings and the notes contained a great deal of material and suggested an abundance of potential findings regarding existing sub-competences as well as entirely new ones. However, during the course of critical analysis of the material it became surprisingly clear that issues explicitly assigned as competences were in fact fewer than expected. It is important to note that while the study proposes a “revised” version of Göpferich’s and Kumpulainen’s model, it is nonetheless based on input from just three Finnish advertising agencies whereas the models in the background have been developed for years. For the same reason, the findings of this study are also limited in their validity to be applied to other advertising agencies. Each advertising agency has its own methods and processes that will inevitably influence the issues characteristic for this study.

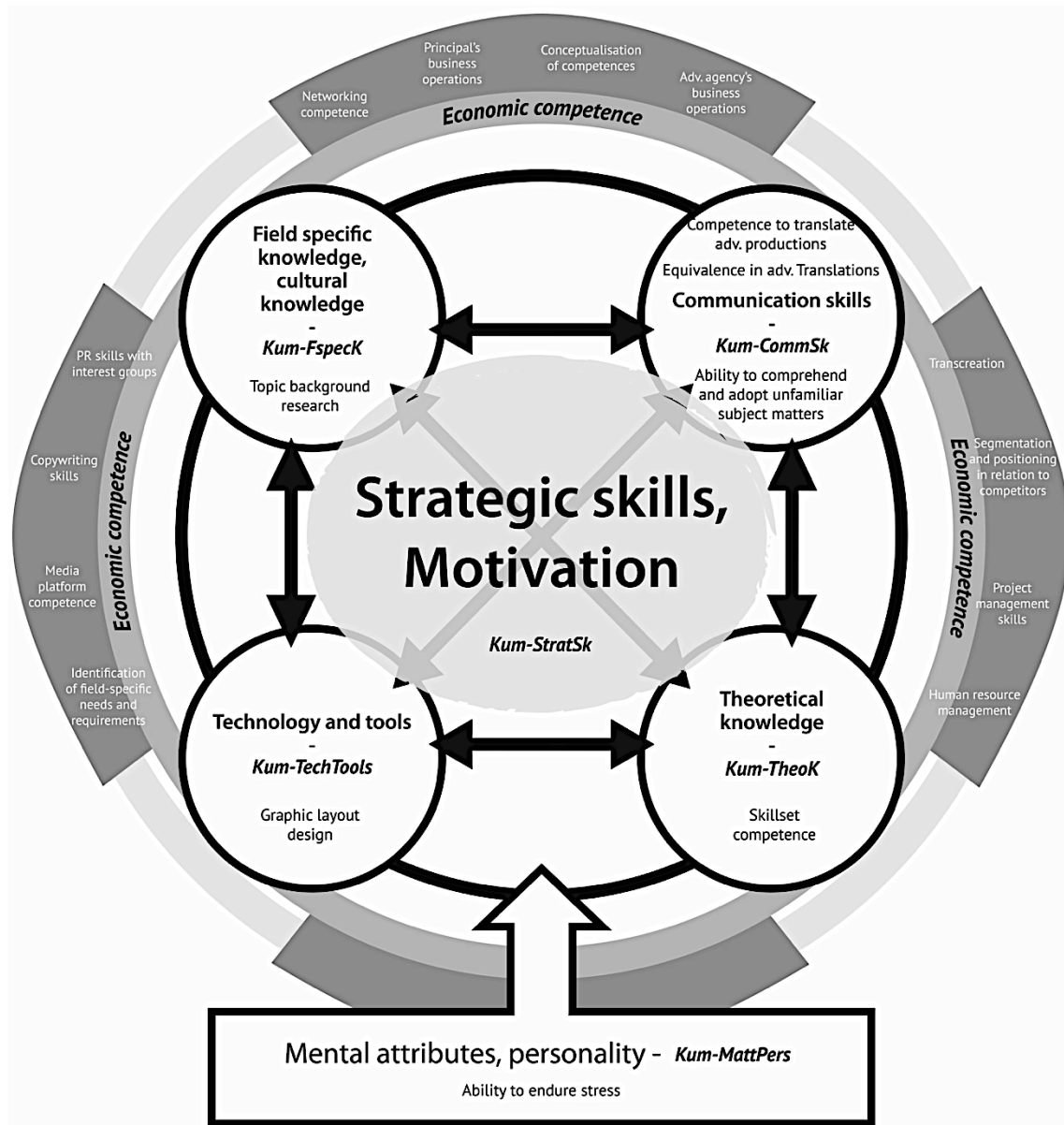
The process of this study raised two particular ideas for future studies. Firstly, a potential case study on whether or not the findings identified in this study could be implemented in real world circumstances would be a highly interesting research topic. Such research might provide beneficial information for translation competences on a more practical level. By this I mean that for example potential changes in the translator’s revenue stream could be observed, which would further validate the competence-related findings of this study. Secondly, the present study acknowledges the control of skill sets or skill pairs being interesting from the advertising agency’s perspective. Any potential translation employment consequences that might be caused by the implementation of such skill sets would be highly interesting. A validation of such benefits and the details it would need to consider would most likely provide translators with additional employment opportunities.

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Appendix 1. Synthesised translation competence model with findings



Appendix 2. Theme interview frame

1. Textual assignments / duties
 - 1.1. Production / creation
 - 1.2. Editing
 - 1.3. Proofing
 - 1.4. Languages or language pairs frequently or infrequently used
 - 1.5. Common or uncommon text types or genres
 - 1.6. Other comments/ideas that may result from agency-specific client target groups or other influencing factors?

1. Social skills
 - 1.1. In example; customer relation skills
 - 1.2. Other comments/ideas that may arise from agency-specific client target groups or other influencing factors?

2. Project management skills

3. Tools and relevant skills required
 - 3.1. Software based skills
 - 3.2. Other comments/ideas that may be caused by agency-specific client target groups or other influencing factors?

4. Nature of the business
 - 4.1. Possible rush assignments
 - 4.2. Business field specifics that should be noted
 - 4.3. Other comments/ideas that may be caused by agency-specific client target groups or other influencing factors?

5. Pricing
 - 5.1. Any notes that the respondent may have in regards to translation service pricing